



THE WESTIN
DHAKA

Internship Report On

“Standard Operating Procedure: Sales & Marketing

The Westin Dhaka”

Course: BUS400

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Prepared for

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12th August, 2016

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Subject: Submission of Internship Report

Dear Sir,

With due respect, It is a great achievement for me to complete my BBA Program from BRAC University and also the opportunity my university provided to compete in a corporate zeal. This is also a great achievement for me to submit my report on “Standard Operating Procedure of The Westin Dhaka (from the perspective of Sales and Marketing department)”. This report is prepared on the basis of three months internship program in The Westin Dhaka at Gulshan 2 which is a property of Starwood Hotel and Resorts. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, The Westin Dhaka.

I have put my best effort and dedication towards this report as well as my workstation, from where I got my best learning and had very joyful moments with the organization. However, all the learning sources will help me to conduct similar types of studies in future.

I would like to express my sincere gratitude for your continuous guidance in preparing the report as well as make this report informative and useful to have an apparent perspective on the issue. I shall be very happy to provide any explanation regarding the report and do not hesitate to call me for any query on this report or any relevant matters

Thank you and best regards,

Walid Alam

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“I am Walid Alam bearing ID 12104041 the student of BBS department of BRAC Business School in BRAC University. This is to inform that the report named “**Standard Operating Procedure of The Weston Dhaka (from the perspective of Sales & Marketing)**” has only been prepared for the partial requirement of my Internship. It has not been prepared to serve any other purposes. Hence, it is strictly prohibited to copy, duplicate or to use this report without prior permission.”

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Acknowledgement

Words cannot describe how thankful I am to those people who were very devoted towards my internship program. All of my learning and this report is the accumulation of many people's endeavor.

First of all I would like to express my sincere and immense gratitude to my internship supervisor Mr. Md. Fazla Mohiuddin Lecturer of BRAC Business School in BRAC University. I am deeply indebted to his whole hearted supervision to me during the internship period. His valuable suggestions and guidelines helped me a lot to prepare the report in a well organized manner.

I would also like to thank the authority of The Westin Dhaka to give me the opportunity to do my internship in The Westin Dhaka and also teach me the trends and tactics of such international chain culture and business. Specially **Mr. Al-Amin** (Director of Sales and Marketing), **Mr. Anisur Rahman** (Sales Manager), **Mr. Saadman Salahuddin** (Marketing Communication Manager), **Mr. Arif Ahmed**, Director of Catering Sales, **Ms. Nazifa Mumu**, Senior Catering Sales Executive and others whose such cooperation makes me to understand hotel management business procedures.

Finally I would like to thank my parents whose support makes me to enlighten my student life and career.

Executive Summery

One of the World luxurious hotel brand under Starwood Hotels and Resorts, which have more than 200 properties around the globe is Westin Hotels and Resorts. Enhancing guests' well-being worldwide, a commitment given by the Westin is proved through its brand standards and most specious guest's services. The Westin Dhaka, an innovation towards boost the hospitality industry of Bangladesh is successful through its hospitality management process. The six time Luxury Business Hotel Award Winner, The Westin Dhaka is serving the most diplomatic and commercial zone of Bangladesh. The loyalty towards its business operation pulls guests to stay and enjoy with amenities and refreshing ambience.

In terms of The Westin Dhaka Sales and Marketing department operation, it drives the hotel business with innovation and proactive attitudes. Marketing communication and public relation coordinate each other to generate most revenue of sales. Following the Westin brand and communication standards marketing maintain its standard operating procedure, which retains the reputation of being Westin. Utilizing the digital era such as online social media platforms and travel and tourism websites, marketing bring best possible insights and generate revenue.

The Westin Dhaka sales department is more sophisticated than any other in the industry in building relationship; maximize business and revenue and get the best business pitch. Sales SOP generate the sales team more proactive and more sophisticated to own a business pitch. Sales department bring the possible best leads through Standard Operating Procedure. Each and every sales call and tele sales maintain the procedure and entertain businesses in a management manner. SPG Pro a loyalty program of Starwood, makes The Westin Dhaka more loyal to its clients. Side by side, the loyalty cards makes The Westin Dhaka best place for complementary rooms, buffet, other amenities and spa. To make feel specialty in guests four loyalty cards establish with dynamic offers.

To be more oriented and go beyond the growth, The Westin Dhaka sales and marketing follow every footprint of business.

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Chapter One

1.1 Introduction

According to Bonvin L.J. (2003). A brief History. *Hotels*, Hospitality facilities are in evidence since early biblical times which were introduced for rest and recuperation through thermal baths in village by the Greeks. Then later Romans were first developed accommodation for government business travelers in England, Switzerland and in the Middle East. At the beginning of fifteenth century France introduced the law which required hotel register as well English law introduced rules for inns at that time. This was the era when hotel industry first started its operation. In 1760s the revolution of hotel industry facilitated the construction of hotels in everywhere in the world such as Europe, England, America (New York and Copenhagen). At the beginning of 1800s in London the first Royal Hotel built and Holiday resorts began to thrive along the France and Italian Riviera. So, basically in nineteenth century hotels took over the town and in twentieth century is the age of the prosperity of hotel industry when many hotels such as the Ritz and Savoy in London, the Plaza in New York, the Métropole in Brussels, the **Taj** Mahal in Bombay and finally in 1972 Inter-Continental Chain renovated. Hotels were built not only in cities but also in mountain. In 1980s hotel industry boomed and marked by more inventive marketing and sales development and later on with the pace with technology the industry become constructive and the system of all operation created a new dimension of customer loyalty. Side by side this played an important role in building database and more marketing activities. Today in 2016 the industry is more digitalized, more proactive to serve guests and serve a human touch negotiation all over the world.

According to Westcott M. *Introductin to Tourism and Hospitality in BC*, hospitality is the business of helping people to feel welcome and relaxed and to enjoy themselves (Discover Hospitality, 2015). In Bangladesh the scenario of hotel industry is booming in a very significant manner which earned 100.75 million US dollars in 2012, 83.73 million US dollars in 2011, 79.83 million US dollars in 2010 and 83.9 million US dollars in 2009, according to Mukul A. M. (2015). *Hotel Industry see bright prospect in Bangladesh*.

According to Dewan F.O.M. (2012). *Emerging Hospitality Industry in Bangladesh*. 20, Dhaka was dependent on Pan Pacific Sonargaon and Dhaka Sheraton (now Ruposhi Bangla) for large scale accommodation. But now the competitors such as The Westin Dhaka which is a property of

Starwood Hotel & Resorts an international chain, Radisson Blue Water Garden, Radisson Blue Chittagong-Bay View, Dhaka Regency, Le Meridien which is another international chain etc. These all are government certified. According to the News Toady, foreign exchange earnings from tourism stood at 74.33 million US dollars in the first eight months of the current year 2013, a data which is showed by Bangladesh Bank. According to the sources six global hospitality chains are investing around US\$ 1.0 billion to construct 10 new five-star hotels in Dhaka, Chittagong and Cox`s Bazar by 2016.

With hard struggles the hotel industry of Bangladesh is giving superior customer service under a unique management system which is maximum international standards. According to Johns P.(2016). *Future Trends and Challenges for the Bangladesh Hotel Industry*, in his eHotelier Professional Development Workshop along with 33 participants mentioned how hotel industry faces trends and challenges to market the hotels and how the hotelier might need to rethink what and how hotel provide for guests. Mr. Peter also opened Regency Hospitality Training Institute to develop hotel career in Bangladesh. So, with the targeting prospects Bangladesh Hotel Industry also building its manpower for hotels in a international manner which establish the example of world renown Hotel Brands- Starwood Hotel and Resorts and Marriot International.

1.2 Origin of the Report

In student life we basically do study on the basis of theoretical application, but internship program push students to get the vibe of practical field so that all theoretical knowledge can be applicable in the workstation. Theoretical knowledge is guideline whereas practical knowledge is experience oriented.

With this orientation my internship report comprises a brief study on Sales and Marketing department of ‘The Westin Dhaka’ during three months internship. This report is distributed in many parts according to the instructions of supervisor of report.

In previous there already showed the booming data of Bangladesh Hotel Industry which makes an significant impact on our GDP also. As the industry is booming the international hotel chains emerging their business in Bangladesh also. The Westin Dhaka is in such international chain which is called Starwood Hotel and Resorts. Under this chain The Westin Dhaka follows all the

standards of Starwood management. It is basically target the business people. With the transparency of hotel service and the culture of its restaurants and associates, The Westin Dhaka attract and retain guests so that the brand Westin can be recognizable all over the world and it is.

This report will describe the brand standards, marketing communications and analysis of some digital trends and the sales team strategy to get the maximum revenue in the business. The most important part of this report is Standard Operating Procedure of Sales and Marketing team which picture how The Westin Dhaka dedicated and desperate to serve its guest mostly which feel a guest to better place to stay and be at their best.

With full dedication and cooperation from associates this report has been made and here all the real aspects and experience are described in a professional manner so that it can meet my BBA Internship program requirements.

1.3 Objective of the Report

Broad Objective

The general objective of the report is to fulfill the BBA Internship Program requirements as well as complete the graduation and to get the opportunity to do reputed job in the assigned organization. Furthermore, to learn and understand business intelligence and marketing communications in hotel industry.

Specific Objective

More specifically, this study entails the following aspects-

- To give an overview of Westin Dhaka
- To give a short brief of Westin Sales and Marketing Department
- To give the job task and achievements
- To brief Sales and Marketing 'Standard Operating Procedures'
- To brief all limitations, findings and small recommendation

1.4 Scope of the Report

The scope of the report is limited to all the practical work experience and procedures of Sales and Marketing Department in The Westin Dhaka. Side by side, the information and teaching provided by the senior associates of the department as well as own observation on Sales and Marketing Associates. The scope of the report is also limited by the information given by the associates of The Westin Dhaka as there has some confidential matter.

1.5 Methodology of the Report

The nature of the report is descriptive with marketing communications activities and sales activities which are gathered through study, working, own observation and qualitative research such as face to face interview and practical learning.

The methodology includes the methods, procedures, and techniques used to collect and analyze sales and marketing activities. In this report I have used two types of source. These are as below:

➤ **Primary source**

These include all interviews, morning minutes, evening minutes and during work interaction with the Director of Sales, Marketing Communication Manager, Sales Manager, Director of PR and Sales Executives.

➤ **Secondary Source**

These include-

- Website
- Newspaper article regarding Bangladesh hotel industry
- Articles in online regarding project topic
- Hotel brochure and newsletter contents
- Social Media and online booking site contents

1.6 Limitations of Study

During my internship in The Westin Dhaka it was very busy schedule to discuss and gain information in a specific time. So the timeline of discussion regarding a specific term of a job was so lengthy. Here are the limitations-

The nature of the information of my project topic is somewhat confidential and critical to analyze. Side by side there are no sufficient publications regarding this topic in Bangladesh. Therefore it was difficult to gather and refer such resource with my project.

- Lack of sufficient information in the website regarding the company.
- Publications of sales and marketing report were very rare.
- Strict confidentiality regarding sales and marketing information therefore it was quite difficult to obtain all the necessary data.
- Lack of reliable sources.
- Restricted access both in company information system and some websites.
- Time limitations.

Finally, with no experience of writing such project report, it is also challenging for me to keep pace with the work experience and elaborate and analyze with the theoretical concept.

Chapter Two

2.1 Background

The Westin Dhaka is owned by the leading hotel and hospitality Management Company and the pioneer of establishing Five Star Hotel in private sector, Unique Hotel and Resorts which is also a concern of Unique Group. In early 1980s and over the year, Unique Group one of the largest and foremost diversified business entities in Bangladesh. The portfolio of Unique Group is very powerful and today the span of Unique group operations diversified into more than twenty different business areas. These include Hospitality, Real Estate, Construction & Infrastructure Development, Telecommunication, Shipping Line, Share Management, Bank, Insurance, Financial Institution, Manpower Management, Ceramics Industry, Power Plant, Human Resources Development, International Trade, Newspaper, and Art & Culture.

Unique Hotels and Resorts was incorporated on November 28, 2000 and got the Certification of Commencement of Business in the Brand name “The Westin Dhaka” on July 01, 2007. Since then with the consistency of innovation growth and valued services it has become number one.

With the consistency of hotel business activities a management contract signed between Unique Hotel and Resorts (the owning company) and Westin Asia Management (the operator), a wholly-owned subsidiary of Starwood Hotel and Resorts Worldwide Inc. which is knowledgeable and experienced in managing and promoting five star hotel and resorts and has performed such services throughout the globe. In terms of Management Contract, the Operator is entitled to receive base fee, license fee, incentive fee and institutional marketing fee from the Owing Company on account of operation of the Hotel only. In addition, under the agreement, the Operator is entitled to receive office base fee and office incentive fee from the Owing Company on account of office space rented out in the Hotel premises.

2.2 About Starwood Hotels and Resorts

Starwood Hotels and Resorts is one of the leading hotel and leisure companies in the world with more than 1,300 properties in some 100 countries and approximately 188,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences under the renowned brands: St. Regis, The Luxury Collection, W

Hotels Worldwide, Westin Hotels and Resorts, Le Méridien, Sheraton, Tribute Portfolio, Four Points by Sheraton, Aloft Hotels, Element Hotels, along with expanded partnership with Design hotels. The Company also boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG) and Starwood Preferred Guest Pro (SPG Pro).

2.3 About Westin Hotels and Resorts

Westin Hotels and Resorts is one of the luxurious and business focused properties of Starwood Hotels and Resorts. Although it is always a upscale hotel chain which maintain consistency in its operation towards guest services, Food and beverages, Sales and Marketing strategy and vice versa.

With more than 200 hotels in 40 countries, Westin Hotels and Resorts continue to drive new ideas and ground-breaking services across the hospitality industry. Intuitive service, thoughtful design and innovative offerings that enable their guests' well-being have been paramount to Westin success.

2.4 Journey of Westin Hotels and Resorts

1930- Two hotels competitors struck up a conversation resulting in a powerful alliance and the creation of Western Hotels.

1946- The first guest credit card is issued by Western Hotels.

1947-The "Hoteltype" reservations system is introduced, allowing Western to instantaneously confirm guest reservations.

1954- With the addition of a property in Canada, Western Hotels evolves into Western International.

1969- Western Hotels becomes the first hotel to offer 24-hour room service.

1978- The first in-house hotel training program for Executive Chefs is developed by Western Hotels.

1980- The company commemorates its 50th birthday by changing its name to Westin Hotels & Resorts.

1983- Westin is the first major hotel to implement a comprehensive credit card reservation and check-out system.

1991- Westin guests are offered personal voicemail service - a first in the hotel industry.

1994- "Westin Kids Club[®]," the first children's program serving infants, debuts, features a broad range of services and facilities for all children under the age of 13.

"Service Express[®]," the first program of its kind, is introduced, allowing guests to request all hotel services with just one call.

1999- Westin proudly introduces The Heavenly[®] Bed and changes the industry paradigm of a superior sleep experience.

2001- The heavenly family of innovations grows with the Heavenly[®] Bath featuring dual showerheads and more elbow room. In addition, Westin's Heavenly Bath includes spa towels, custom bath amenities, Heavenly Shower Curtains and Egyptian cotton-velour robes.

The Heavenly[®] Crib is created to surround babies in comfort and encourage a full night's sleep.

2003- WestinWORKOUT[®] fitness centers are introduced as the ideal solution for those dedicated to fitness, even when away from home.

2004- Fitness equipment is added to guest rooms in response to the growing demand for more personalized workout options.

2005- Westin Hotels & Resorts celebrates its 75th anniversary, providing guests with exceptional service and memorable experiences around the world.

2006- Westin adds sensory elements to its arrival experience including a signature scent, music, lighting and botanicals.

2007- Westin elevates the hotel spa experience with the introduction of Heavenly Spa by Westin^(SM) as well as in-room spa services.

2008- Westin adds SuperFoodsRx[®] items to its breakfast menu to help guests be their best on the road.

2009- Westin launches its online store at **westin.com/store** allowing guests to bring home the Heavenly[®] Bed, Heavenly[®] Bath products and more.

2010- Westin launches Clutter-Free Meetings to help planners and guests stay organized and productive with an open room design and layout and socially conscious amenities.

2011- Westin unveils its groundbreaking “For a better you[™]” ad campaign depicting how the Westin experience is designed to help guests leave feeling better than when they arrived.

2012- Westin and New Balance debut global Gear-Lending program allowing guests to rent out sneakers and workout clothes during their stay.

2013- Westin partners with Delta Air Lines to transform the sleep experience in the air by offering Westin Heavenly[®] In-Flight bedding in Delta’s BusinessElite cabins throughout the world.

Westin tackles the Monday blues head-on with the introduction of a new, dedicated “Westin Weekend” program that gives guests more flexibility and time to make the most out of their weekend getaway.

2014- Westin partners with Headspace to create an exclusive mindfulness and meditation offering accessible in online.

In partnership with SuperChefs, Westin launches The Westin Eat Well Menu for Kids, a menu fully dedicated to healthy options for kids at its hotels around the world.

Westin announces the rollout of Westin Fresh by The Juicery, a menu of energizing fresh juices and smoothies to be featured at all Westin hotels worldwide by early 2015.

2.5 About The Westin Dhaka

The Westin Dhaka is the first verified Five Star hotel in Bangladesh. It is nestled in the city's most important and diplomatic zone and steps from the renowned shopping malls, foreign missions, restaurants, art, private clubs and multinationals as well as only eight kilometers from Hazarat Shahajalal International Airport.

2.5.1 Mission

To thoroughly understand the needs of our patrons and associates, to consistently surpass their expectations by delivering personal and intuitive services to them along with excelling world class customer service to our clients.

2.5.2 Vision

As the Pioneer in providing the real hospitality services in Bangladesh, we'll strive to remain best-in-class not only in Bangladesh but also in this region by ensuring the most efficient services.

2.5.3 Objectives

There are 3 objectives of The Westin Dhaka-

Personal- Provide customized services depending on each customer's need.

Instinctive- Give them surprise and always try to delight them.

Renewal: Refresh them by providing something extra, like music can refresh them.

2.5.4 Five Human Truths

Five human truths which differentiate The Westin Dhaka from others in the industry are given below-

1. Be understood.
2. Belong.
3. Feel special.
4. Have Control

5. Reach Their Potential

2.5.5 Six Pillars



- **Sleep Well-** Westin Heavenly Bed is an Ionic Bed which refresh and renewed guests. It is designed to promote restorative sleep. Its pocketed coil springs and multiple foam layers work together to provide a unique sleep experience as well as a 13-inch conforming pillow-top eliminates the need for flipping. Westin Heavenly Bed is the foundation of an energizing stay. The Westin Sleep menu also sets the stage for revitalizing rest.



- **Eat Well-** The Westin Dhaka empowers guests to maintain their healthy habits away from home with wholesome, nourishing dishes for kids and adults alike. Such as SuperFoodRx™ Menu, which powerfully pairs wholesome fruits, vegetables, grains and proteins to maximize their benefits and fuel guests stay. Kids' meals that are as delicious as they are nutritious and developed with the experts at SuperChefs™ to make kids and parents happy. A selection of nourishing, healthy juices and smoothies curated by The Juicery is revitalized and energize guests.



- **Move Well-** The Westin Dhaka offers a variety of ways to stay fit and focused, from spacious state-of-the-art fitness studios and private guestroom workouts to group runs and running maps designed exclusively for each location. WestinWorkout® offers cutting-edge equipment and high performance workouts designed to help guests maintain an active lifestyle away from home as well as guests can select properties as special option of booking a guestroom equipped with fitness essentials to work out in their own room. The Westin Dhaka also offers gears such as new balance shoes and athletic wear during stay for a nominal fee. RunWestin offers group run which is led by Run Concierge at selected route.



- **Feel Well-** From invigorating spa treatments to energizing amenities, there are countless ways to recharge at Westin. Guests can experience a signature rain shower which instantly refreshes.



- **Work Well-** The Westin Dhaka helps guests stay productive with intuitive, collaborative work spaces that foster focus. Westin streamlines the work experience with Tangent which is a flexible small-group work space designated to facilitate teamwork and enhance productivity. Tangent is the ideal environment for connecting and collaborating. Also The Westin Dhaka helps guests stay organized during meetings with streamlined stations featuring paper, pens, glasses, water and other thoughtful touches that keep the work area open and clear. Finally, SuperFoodRx Meeting Break serve with foods packed with antioxidants and nutrients to fuel focus.



- **Play Well-** Whether guests are taking a break from business or exploring as a family, The Westin Dhaka offers endless opportunities for play while away.

2.5.6 Brand Tagline

‘For a better you’- It is Westin brand positioning which guides Westin signature program. It is designated to help guests feel their best. Westin use it as a sign-off collateral pieces that have a benefit that supports guests well-being.

2.5.7 Core Values

“SPIRIT” which means -

S-Synergy

P-Preparedness

I-Innovative Mind

R-Rating Customers First

I-Improving Continuously

2.6 The Westin Dhaka: Services

Meetings Set for Success

The Westin Dhaka offers a total of 9 meeting rooms with more than 11,215 square feet of sophisticated meeting accommodations. The meeting space at The Westin Dhaka features a 5400 square feet Grand Ballroom with a pre-function area of 1500 square feet.

The Westin Dhaka also facilitate Clutter-Free meetings which help planners and guests stay organized and productive with an open room design, socially conscious amenities and delicious SuperFoodRx™ menu choices to keep minds sharp. Streamlined stations keep everyone's individual work area neat and clear. All our venues are well equipped with state of the art built A/V facilities and LED Lighting options.

Rest Assured

Each of 235 contemporary guestrooms and suits offer our Heavenly® Bed and Heavenly® Bath, High-Speed Internet Access and cordless phone with data port. Other amenities include a refreshment center, work desk with ergonomic chair, 4 fixture bathroom, in-room safe and gourmet coffee. The Hotel's spacious guestrooms and suites are welcoming with light-filled spaces.

Deluxe king	116	34 sqm
Deluxe Twin	36	34 sqm
Disable Access Room	1	34 sqm
Specialty King	13	37 sqm
Renewal King	7	34 sqm
Renewal Twin	6	34 sqm
Club King	22	34 sqm

Club Twin	11	34 sqm
Junior Suite	8	57.8 sqm
Executive Suite	13	63.6 sqm
Chairman Suite	1	98 sqm
Presidential Suite	1	131.1 sqm
Total	235	

Thoughtful Extras

The Westin Dhaka also take care of its guests with services like concierge, business center, laundry, gift shop, ATM booth, Service Express, self-parking, High-Speed Internet Access in all guestrooms, public spaces and meeting or event venues.

Fitness & Free Time

WestinWorkout Fitness Studio energize its guests 24 hours which featured weight machines, free weights, cardio equipments with personal flat-screen televisions or relax with a drink by the inviting outdoor pool and sauna facilities. With these guests enjoy the Westin difference.

Eat & Drink Well

The enticing aroma of freshly brewed coffee lures guests to Daily Treats, a gourmet delicatessen that offers savory snacks, ice creams, chocolates, desserts and a selection of refreshing beverages throughout the day. The Living Room provides a relaxing setting to enjoy handcrafted cocktails, refreshing drinks, light snacks and live music. Seasonal Tastes offers an extensive Pan Asian-Western buffet for breakfast, lunch dinner and à la carte dining all day. To nourish guests The Westin Dhaka have nutritious SuperFoodRx™ selections and freshly squeezed juice straight from Westin Fresh by The Juicery. The open air poolside cabana bar Splash offers a relaxing evening with signature cocktails along with BBQ, grills and kebabs. Guests can savor the flavors of Italy at Prego where they can also enjoy open show kitchen where fresh pastes, steaks, bread and satisfying hand tossed pizzas are made to order. Prego bar offers a relaxing evening with signature cocktails at the full bar. In-room dining is also available 24 hours.

Targeting the business people from both home and abroad and as per the contribution from travel and tourisms, The Westin Dhaka is the five times World Luxury Business Hotel Award Winner. It is more than just a hotel which provides luxury and international standards service to its guests and maintain beyond customer relationship. At The Westin Dhaka, they help guests to be best by paying attention to the most important elements of their stay. When the guests hold their meetings at Westin, they remove all the distractions so that guest can focus in a calm and comfortable environment.

Chapter Three

Sales and Marketing Department and Its Operation

3.1 Organizational Chart

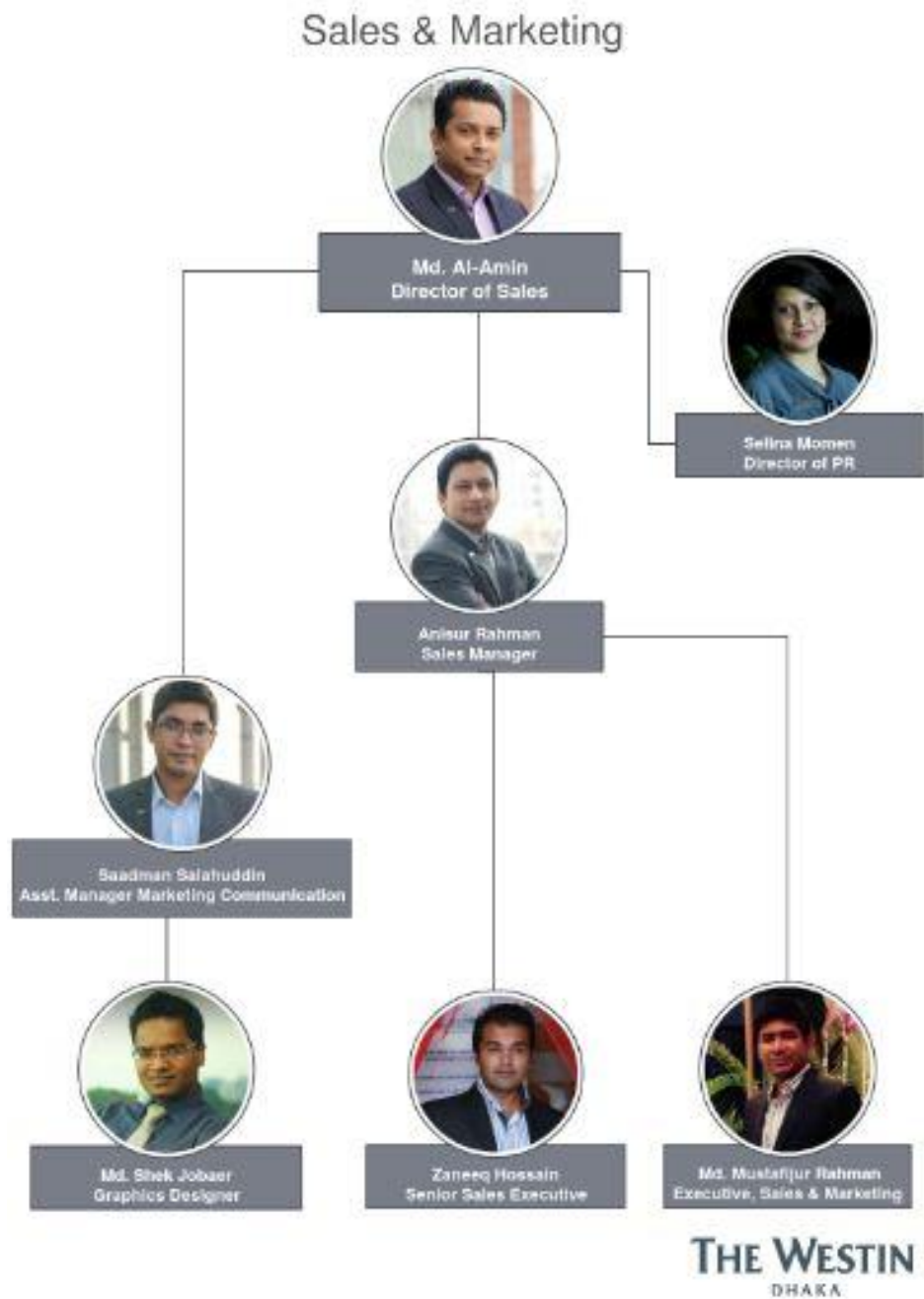


Figure: 3.1

3.2 Operations: Marketing

The Westin Dhaka marketing department is based on innovation, creativity and dynamic sense of operation. Its brand standards, communication and advertisement style is under Starwood management and Westin policy which drive itself a next level of marketing diversity.

The Westin Dhaka marketing tasks are operated by the designated Marketing Manager who maintains all standards of Brand Communication of Westin, event management, marketing collaterals and advertising policies.

Also making the weekly report, analysis of media coverage and online platforms are also part of marketing operation.

There are some marketing common and lucrative activities followed and accomplish by the marketing department. These are explained below:

3.2.1 Promotion

The Westin Dhaka has two billboards which are used for different promotional campaigns and offers such as rooms, food and beverages and food festivals. There are five digital displays in The Westin Dhaka. Three displays are in ground lobby, one in Seasonal Tastes restaurant and the last one in Prego restaurant, which are user friendly and updated with recent promotional offers. These displays keypad systems are digital touch keypad so that it can be checked and cross checked with the recent updates. In addition there are X banners which is used for direct advertising for a specific campaign or offer.

Through media coverage The Westin Dhaka promote its Chefs too. Such as television programs of different cooks and recipes as well as during food festival such as Chinese food festival and South East Asian Flavors press release organized and



Ramadan reinvigoration at Westin Dhaka



different media people come and entertained with the festivals. These are operated by the Director of Public Relation. The Director Public Relation maintains liaison with the media people such as TV, newspaper etc.

3.2.2 SMS & Email Blast

The Westin Dhaka marketing department promotes food and beverages, rooms, privilege cards and associates through SMS blast and email blast. Through SMS blast it sends updated offers of rooms, food and beverages and events to media and guests as well as from the database of Food and Beverage department. The Westin Dhaka does email blast from its guest database system through the official email of marketing manager. Through this guest are being alerted of updated events, food and beverages offers. There is a sample of The Westin Dhaka SMS blast report which is given below-

Request From : ALL Year : 2016 Month : Jun Search Reload Clear

You are viewing 1 out of 1 rows

Request From	Total
WESTIN_HOTEL	43108

Generate Excel

You are viewing 8 out of 8 rows

Request From	Date	Local	International	Total
WESTIN_HOTEL	2016-06-01	9556	0	9556
WESTIN_HOTEL	2016-06-05	4790	0	4790
WESTIN_HOTEL	2016-06-07	4792	0	4792
WESTIN_HOTEL	2016-06-11	4794	0	4794
WESTIN_HOTEL	2016-06-16	4790	0	4790
WESTIN_HOTEL	2016-06-22	4796	0	4796
WESTIN_HOTEL	2016-06-27	4802	0	4802
WESTIN_HOTEL	2016-06-28	4788	0	4788

Total Unique 21554 Total No. of SMS 43108

Figure: 3.2.2

3.2.3 Direct Marketing

The Westin Dhaka uses these common marketing tools too. It includes-

- Brochures
- Leaflet or Fliers
- E-Newsletter
- Newsletter both Internal and External

By the above tools The Westin Dhaka influence guests to inform about new offers and events.

3.2.4 Online Digital Marketing

As this is an era of online digital marketing, The Westin Dhaka promotes its upcoming and ongoing foods and campaigns through Facebook, Twitter, Instagram and Pinterest. These platforms take The Westin Dhaka to the next level. The marketing manager and an Indian vendor manage these platforms.

A few posts of these platforms are shared below-



3.2.5 Marketing Management

The Westin Dhaka marketing management is actually contains observations of whole property branding standards and all contents of communication. Such as all papers regarding sales, catering sales, HR, Finance, Food and Beverages, housekeeping, store and kitchen are in Brand Standards or not these are followed by the marketing manager. In addition, all posts of online digital marketing platforms are in communication standards or not these are also monitored. It is mentioned by the marketing manager that the whole property's marketing collaterals are

monitored by the Starwood Management as well as all Westin properties follow the same standard of Brand and Communication.

3.3 Operations: Sales

The Westin Dhaka sales team is the most diversified team in the industry. As a leading industry The Westin Dhaka Sales team is very lucrative in sense and potential as well. To grab the total zone The Westin Dhaka Sales team follows all Starwood standards. The followings are daily operation of Sales Department-

- **Daily Arrival Report**

From revenue department the sales team gets the report and on the basis of that they fix whether the occupancy should be increase or decrease in future. Because bookers and sellers fix the rooms in different dates, so it is not possible to give anytime any room to everyone. In addition, this report helps in morning meeting whether the budget is fixed or meets the forecasted budget.

- **Sales Call**

After morning briefing with the team every associates fix where and which company they are visiting and based on the sales call associates close corporate rates for their clients. Everyday everyone should have five sales calls.

- **Evening Meeting Minutes**

After having all day sales call, associate should have to report to the Director. By this meeting The Westin Dhaka sales team understands what market actually wants and what should be the next step for business.

In addition, the sales team has sales promotion which includes-

- Discount Vouchers: For exclusive clients of The Westin Dhaka.
- Free gifts: For the Diplomats, Corporate Important Person and Government First class who are exclusive client of The Westin Dhaka. Free gifts include Iftar Box, Special

Westin recipe. These are actually occasional gifts to maintain a close relation with clients.

- Point of sales material: It includes basically the rooms and weekend room offers as well as occasional or festive room offer.
- Loyalty Cards: The Westin Dhaka have four loyalty cards which give redemption opportunities for guests. These are-
 - Platinum Plus- This card is only approved by Managing Director of The Westin Dhaka
 - Platinum- This card is BDT 100000 NET for one year. After one year this card should have to renew. The Westin Dhaka sales team give a call to the acquired clients to renew the card. Sales team also has targets to sale the card in monthly basis to their accounts.
 - Gold- This card is BDT 75000 NET for one year. The policy of renewal is same as the Platinum.
 - Silver- This card is BDT 50000 NET for one year. The policy of renewal is same as the Platinum and Gold.



These loyalty cards offer complimentary rooms, buffet breakfast/lunch/dinner and take away from restaurants in The Westin Dhaka.

3.3.1 Business Entertainment

To enhance brand and product visibility sales team invite their clients and serve updated menus and close their deals. These entertainments generate leads and drive incremental sales. Side by side, the relationships of business become more closure. In addition, it solidify business relationship, support to gain competitor insights and build key industry contacts. Finally, this business entertainment use as a sales promotional tool for The Westin Dhaka.

Chapter Four

Standard Operating Procedure of Marketing

4.1 Standard Operating Procedure

According to Stamates J. (2013). (Standard Operating Procedures), SOP (Standard Operating Procedures) is written instructions by which uniformity of the performance of a specific function can be achieved. The necessary information which is required for the term to perform a job or function properly and safe, to explain each steps and process, to maintain consistency in service, to compliance with laws, regulations, guidelines, to provide analysis of organization or system and to communicate operational philosophy and practices, SOP is important. Also, to train document or tool for personal, to benchmark for personnel, to evaluate performance, to make checklist for QA personnel, to make historical documents such as revision- SOP is important.

According to setupmyhotel, SOP document a routine or repetitive activity and set of written instructions which is followed by a hotel. According to Lewis D. (2016). *No Need to Reinvent the Proverbial Wheel: Why Hotel SOP's Are Crucial*, she make a point which is short and sweet- In a hotel having SOP literally everything. SOP also discover team members efficiency towards his or her job with full of innovation and creativity, because of contribution to the management to enhance SOP in their department. Lewis also mentioned if hotel reach maximum efficiency by utilizing SOP it is possible to assess the growth and duplicate the entire process to open next property.

4.2 Standard Operating Procedures of Marketing Department

The Westin Dhaka marketing SOP is based on Starwood brand standards. On the other side, as a part of marketing, the procedure of PR activity is also crucial.

Marketing department of The Westin Dhaka follows the step regarding their SOP-

4.2.1 Annual Marketing Plan Calendar

Annual Marketing Plan Calendar												
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advertising												
Online ads												
Mobile text ads												
Yellow pages												
Print ads												
Direct Marketing												
Email newsletters												
Direct mail												
Mobile QR codes												
Collateral												
Brochure												
Sell sheets												
Promotional items												
Video/multimedia												
Public Relations												
Press releases												
Editorials												
Social Media												
Facebook												
LinkedIn												
Twitter												
Google+												
Website												
Content/landing page												
SEO campaign												
Mobile website												

Shade using the corresponding colors to show length of campaign or marketing activity with optional notes. See worksheet 2 (Sample Data) for example

Figure: 4.2.1

The Annual Marketing Plan Calendar is set for the beginning of a year which contains advertising contents, Direct Marketing tools, Collateral, Public Relations, Social Media and Website. These items for this calendar have been made for all typical events in a year for The Westin Dhaka. Each of these items should have to be such efficiency to generate The Westin Dhaka goals and objectives as well as sales.

For example, there are typical events and campaigns such as Mothers day, Fathers day, Pahela Baishakh, World Sleep Day, Halloween, 31st night etc. which has been organized by The Westin Dhaka. However, there are some marketing objectives for the property to accomplish.

4.2.2 Marketing Collateral Standard

All marketing collateral should be under Worldwide Westin Hotel and Resorts standard so that brand communication and its value meets Starwood management objectives.

Collateral includes Brochure, Sell Sheets, Promotional Items, Video and Multimedia should be followed the Brand Standard. Westin Brand Standard which follows for online digital marketing and also for the collaterals are given below-

Color Palette

The Westin Dhaka Color Palette is comprised of a primary color palette that represents vitality, clarity and balanced. The Rich gray color brings clarity to all of the text, icons, logos and graphics elements in the system. The yellow which is bold, energetic and expressive communicates the vitality of The Westin brand. The tranquil mint green provide balance to the palette which promotes a feeling of well-being.

In order to maintain legibility and brand consistency across collateral, The Westin Dhak always have to use the seven approved color combinations.

Brand Typefaces

In order to communicate with the visual look and feel of the modern apothecary Westin brand typefaces should have to use.

Typesetting a Paragraph

The main goal should be when typesetting body copy is convey message in a clean and legible manner that is consistent with Westin brand identity. Regarding any message the key settings should be followed.

Brand Tagline

It should be used in such places where direct well-being of guests lays such as sell sheets and the tagline is never translated, except in Chinese.

Icon Lockup

The icon lockup should be used on collateral that speaks directly to a brand pillar.

Photography

1. Still-Life Photography: It means the contents are not organized, are more live.
2. Lifestyle: It means lively which represents individual lifestyle.

Communication Style

Have to speak the language which has an intuitive understanding, innovation and energizing for guests.

Tone of Voice

- Perceptive- Voice should be carefully considered to reflect anticipatory service and tailored offerings and act should be like as guests partner, so that guests can feel in well-being before, during and after every stay.
- Vibrant- Tone of voice should be active, dynamic and positive so that guests are inspired and that inspiration maximizes their well-being.
- Elevated- Always has to be direct and polite towards guest which connotes an exceptional hospitality and an upscale experience without sounding stuffy. Polished, upscale and precise tone is natural yet sophisticated.
- Expert- A tone which represents trustworthy, informed and compelling Westin services and amenities.



Meet Our New Italian Chef

Bringing the authentic flavors of Italian cuisine, meet Prego's new star Chef Cristiano Merrosu from Genoa! Now visit Prego, enjoy the Chef's Specials and be sure to try the Chef's secret Pesto sauce in your pastas!



WESTIN | What's New What's Next



THE WESTIN
DHAKA

All You Can Eat Pizza

Introducing the **All You Can Eat Pizza** offer for the first time! Visit Prego with your friend and savor the taste of Italy with unlimited Margherita, Diavola and many other oven baked Pizzas. Order Pizzas for two and avail the promotion at a very special price.

1 - 31 August

BDT 2000 Net

*Conditions apply



spg. Starwood Preferred Guest

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Headline Copy Elements

Headline should be direct and clear, communicating Westin wellness positioning in a active way.

Headline should have to incorporate ingredients well being and capturing the services, experiences and amenities that foster a better you.

4.2.3 Public Relations

Press releases

Regarding any press releases of any festival or event the following should be followed in The Westin Dhaka-

1. Before press release all media should be invited by the director of PR to attend the function on time.
2. Before starting the press release Director of PR makes sure all TV, new channel or media people are present.
3. During press releases make sure the Director of PR maintaining the follow of honorable chief guests according to the function agenda.
4. During press releases make sure the media person has the floor for question answer session.
5. After the function makes sure the hardcopy of press release should be provided for media coverage.
6. The publication of a press release should have to maintain a format which represents the brand identity of The Westin Dhaka. Such as have to use only the letter head of Westin, there will be a headline topic. Then date on right top, then body part, third about Starwood and then further information contact address.

Media Coverage

For media coverage the director of PR should have to maintain a good relation with media peoples and as per company policy they should be entertained in restaurants during occasion and events. Any upcoming and ongoing event should be informed to the media people so that the media coverage budgets meet objectives The Westin Dhaka popularity as well as contract with the media should be monitored through the media coverage.

4.2.4 Online Media Management

Social Media

Social Media should be monitored effectively so that all brand identity meets the objective and generate sales. In addition, analysis of each post and reply as well as the insights of any event and post should be presented to the authority. Also review and reputation management from the online booking site such as tripadvisor should be analyzed.

Here some posts and events insights, analysis and review are given below-



Figure: 4.2.4.1



Figure: 4.2.4.2

In addition, the overview of all online digital platforms should be followed up based on market.



Figure: 4.2.4.3

4.2.5 Media Coverage Report

Based on the media coverage contact such as how many times newspapers publish The Westin Dhaka news and recipes and how much property media use for The Westin Dhaka and whether the budget for media coverage is efficient or not this should be presented to the authority.

Last Week (11.6.16 – 17.6.16)		The Week Before Last Week (4.6.16–10.6.16)	
Press releases disseminated	1	Press releases disseminated	0
Total number of coverage	9 (Print: 9, Online:0)	Total number of coverage	8 (Print: 7, Online: 1)
Total column-inches	150+	Total column-inches	100+
Total AVE (Ad value equivalency)*	BDT450,000+	Total AVE (Ad value equivalency)*	BDT300,000+

Figure: 4.2.5.1

Finally, marketing department manage total inventory of all marketing collateral.

Chapter Five

Standard Operating Procedure of Sales

Standard Operating Procedure provides a set of guidelines that can serve as a point of reference for all sellers and leaders and as an introductory guide for new hires. The intended audience of Standard Operating Procedure is all sellers and leaders at The Westin Dhaka.

5.1 Lead Management

5.1.1 Lead Merchandise

Lead management is a policy which covers the activities typically performed by the Lead Merchandiser, understanding that the role and title of the individual that carries out these activities may differ by hotel. The Lead Merchandiser is responsible for ensuring Starwood requirements are followed for all incoming leads.

- All leads must be entered in database system as they are received.
- All leads need to be assigned to the correct Seller according to the hotel's established sales deployment plan.
- Once a property receives a lead, the Lead Merchandiser is responsible for notifying the appropriate seller of the incoming lead.
- Once a lead is entered in database management either on-property, a property contact must be assigned in the quote. A notification email is automatically sent to the property contact.
- If the lead is created on-property, the Lead Merchandiser will assign the seller and a notification will automatically be sent to the seller. The Lead Merchandiser must notify the assigned Seller when a lead has been assigned to them.
- Leads should always be entered under the Account Name. If the lead comes from a third party, the third party should be entered in the "Auxiliary" field.
- Weekly audits should be performed all leads. These audits must include checking the following:
 - Decision Date
 - Booking Status and Probability Rating
 - Lead Source
 - Market Segment
 - Opportunity Type

- Revenue Department
- End User Account

5.1.2 Lead Qualification

In order to best meet the needs of customers and owners, leads must be properly qualified to ensure they are assigned to the correct Seller with the maximum amount of information possible. This policy applies to all leads.

5.1.3 Telecom Leads

Calls from customers to the hotel or a promotional number will be transferred or answered directly by the Sales department.

- Any information regarding the lead that has been obtained by the Lead Merchandiser must be conveyed from the Lead Merchandiser to the Seller to avoid duplication.
- Depending on the market setup, the following methods may be used to transfer information:
 - Face to face conversation
 - Entering information into database
 - Email
 - Phone conversation
- The receiving seller should greet the customer, confirm general requirements, and ask reservation to check availability.
- If preferred dates are available and the business fits with the hotel's sales strategy, rates should be quoted and the Seller should ensure that a property TLGO (TopLine Group Optimizer) analysis has been completed and attempt to close the business.
- If preferred dates are not available and alternate dates are not possible, the Seller should offer to Team HOT the lead another Starwood property.

5.1.4 Property Walk in Leads

A “walk-in” customer is defined as one who arrives at a hotel without a prior contact or an appointment and wishes to see the property and/or meet with a Seller. Walk-in customers are most often inquiring about a social catering event. Walk-in customers must be greeted by a

member of the Sales Team or an alternate designated by the Director of Sales and Marketing within 15 minutes of arrival.

- All walk-in leads should be entered in database as a “Walk-In” activity type
- Front Desk role
 - Typically a walk-in customer will go directly to the Front Desk for direction. The Front Desk should respond as follows:
 - If the customer visits when the sales department is available,
 - The front desk should notify the sales department that the customer would like to talk to someone about potential business.
 - Either
 - A member of the sales department will speak to the customer to determine whether it is a group, leisure or social catering business inquiry and send the appropriate seller to meet with the client in the lobby based on the current deployment, or
 - The customer can come to the sales department to speak.
 - If the customer visits when the sales department is not available such as weekend, night,
 - The customer should be referred an associate designated by the DOSM.
 - This designated associate should complete an inquiry form and forward it to the appropriate Lead Merchandiser or DOSM according to hotel deployment.
 - If the hotel has a general lead inbox the designated associate may send leads through that inbox.
 - Collateral should be available at the front desk for various types of business such as social, corporate meetings based on the hotel market.
 - Basic wedding collateral and catering Seller contact information should be readily available.
- Sales team coverage

- The customer should be met by the appropriate Seller per the deployment established the DOSM such as group/leisure/transient/catering.
- If the appropriate Seller is not available, the customer will be greeted by and meet with another Seller, as determined by the coverage established by the DOSM.
 - Coverage should be documented and reviewed on a regular basis.
 - If appropriate to the hotel's deployment, a Coordinator or Administrative Assistant from the Sales Department may greet the customer and gather initial details before introducing the Seller to the customer.
- It is suggested that hotels with a history of high walk-in volume have a daily coverage schedule.
- Meeting with Sales Representative
 - The Seller will sit with the customer to understand the specific needs for the proposed event/meeting.
 - The Seller will tour the hotel with the customer, visiting a variety of appropriate guest rooms and meeting space that needs their needs, and highlighting the features and benefits of the hotel.
 - If preferred dates are not available but alternate dates are possible, search for alternate dates, quote and attempt to close.
 - If preferred dates are not available and alternate dates are not possible, attempt to Team HOT to another Starwood property.
 - The Seller should provide the customer with hotel information including contact details for either themselves or the appropriate seller (if the deployed Seller was not available).
- After the meeting with Sales
 - The hotel should treat walk-ins as a direct lead. Based on the customer's needs and requirements a proposal should be prepared including pricing and details outlining the hotels ability to meet their needs.

5.1.5 Sales Office Coverage for Incoming Leads

When lead is received by a hotel and the deployed Seller is unavailable, the lead should be temporarily covered by another qualified member of the Sales Team.

Unless specifically requested by a client that is previously known to a sales manager, the client should not be sent to voicemail. Incoming telephone leads when a sales manager is not asked for by name should never be transferred to a voicemail. An appropriate close to the call will include providing the correct Seller's name, contact information and an estimate regarding the return of the call. The lead will be assigned to the original, absent Seller, but the assisting manager will be given access to the lead, so all information can be noted.

5.1.6 Lead Response

The method via which leads are responded to impacts the first impression a customer has of Starwood. It is important to ensure leads are responded to according to the customer's request or preferences.

- It is hotel policy that all leads receive a response from the appropriate Seller within 24 hours or as specifically stated by the customer.
- If a customer's preferences are unknown, leads should be followed up by phone call.
- Customers that contact a member of the sales team via email should first be responded to with a personal phone call unless the client specifically requests otherwise.
- Initial responses to leads via email should include the following:
 - A personalized greeting
 - A detailed reference to their group/needs
 - Through proofreading
 - A signature containing the Seller name, title, property name, phone number and email address

5.2 SPG Pro

SPG Pro is a loyalty program of Starwood with whom meeting and event planners, corporate and leisure travel professionals and executive assistants can earn Starpoints and elite status for their professional bookings- all in easy SPG account. Its main purpose is to increase revenue and stays

at participating properties while building customer loyalty through personal recognition, benefits and rewards for staying at Starwood Hotels and Resorts.

5.2.1 SPG Pro in the Sales Process

1. Prospecting and Business Development

- Researching customers
 - The seller can identify how close the customer is to advancing to the next tier
 - The seller can gauge how the business at hand will improve the customer's status
 - The seller can personalize the approach based on what the customer has preferred in the past.
 - Sellers can identify others within a company who could generate more business and prioritize those customers over lower-value customers.
 - Sellers can see how a company is already working with Starwood.
 - Sellers can identify non-professional planners – those outside of the meetings/procurement departments who are booking meetings.

2. Qualifying Prospects

- a. Prioritize leads by more readily identifying most loyal customers based on many factors, including:
 - i. History
 - ii. Likelihood of conversion
 - iii. Lead source
 - iv. Geographic indicators

3. Personalizing Relationships

- a. Sellers should make it a standard practice to look up SPG members before contacting or meeting with prospects
- b. If prospect is not an SPG member, sellers should introduce them to the benefits of SPG Pro.
- c. Sellers can use SPG ProLearning to encourage customers to learn about destinations, find STARPRO special rates, and suggesting ideas on how customers can use their rewards.

d. In order to build upon their relationships with customers, sellers should ask customers:

- How customers use their Starpoints and benefits from their SPG member elite status
- What destinations they would like to visit
- Whether they are familiar with the SPG Moments rewards
- What their favorite hotel or brand is

4. Formal Presentations

- Always include the number of Starpoints and Eligible Nights they will earn for a particular transaction or, better, if they book all their business with Starwood.
- Make the rewards tangible, not just a number. What does the customer like to do? Can the hotel show them a redemption option which appeals to them (e.g. convert Starpoints to free nights at their favorite hotel, an SPG Moment)
- Remind them that Starpoints can be redeemed in many ways, including:
 - Hotels stays
 - Airline flights
 - Tickets to events
 - Donations to charities
 - Describe the benefits of moving up to the next tier

5. Closing

- Always include one final opportunity to convey the benefits from SPG Pro
- When customers are close to achieving a new elite tier, list the additional benefits they will receive, even if this information has been included already

5.3 Team HOT

It is a Starwood Sales Program that incentivizes hotel sales team to collect lead and help book business at other Starwood properties. Leads can be forwarded and tracked on-line. The objective of the program is to build a sales culture focused on strengthening customer relationships by making it easier for customers to do business with hotels. The Team HOT Program encourages sellers to always be on the lookout for business, not only for their own hotels, but for all hotels in the Starwood family.

5.4 Daily Business Review Meeting

The Daily Business Review Meeting (DBR) is a critical daily meeting for the sales team.

- The purpose of this meeting is to review leads and business opportunities and to maximize the revenue for hotel by leveraging the combined expertise of leaders, sales and revenue management teams, booking tools, and technology.
- All aspects of a group or catering booking's revenue contribution, including guestroom revenue management factors, customer relationships or long term sales strategies, and food and beverage contributions, will be considered when evaluating business for the hotel.
- The goal of the meeting is to make strategic decisions while responding to clients in a timely fashion and enhancing the skills and knowledge of all participants.

5.4.1 Frequency

DBR should be held at a minimum of once per day. For dynamic markets and s where lead volume is high, it is recommended that DBR be conducted once in the morning and once in the afternoon to capture all business opportunities as quickly as possible

5.4.2 Agenda

Sales and Catering sellers should present business opportunities that do not have approved evaluations. The team should briefly discuss the suitability of prospects and inquiries based on:

- Rate
- Block size

- Pattern
- Function space needed/what is available
- Food and beverage contribution
- History of the group such as where met, pick-up
- What did the hotel have in-house on the same dates historically?
- Group Pace
- Need for budget

After an open discussion, the group should determine if or how the group should be pursued. For business that is approved, the sales team should determine how to secure the booking and close the business.

5.5 Forecasting Rooms

Forecasting is the process of accurately estimating your future revenues. Room revenue forecasts are to be completed monthly on a 12 month rolling basis. Updates to forecast are made mid-month to adjust for actual pick-up, additional group activity, and any variances to trends or market conditions.

Following are the basic steps to completing the rooms forecast:

1. Business Review Meeting
 - a. Review and discuss definite groups on the books for next twelve months
 - b. Review and discuss the pick-up of definite group blocks
 - Review and discuss group tentative and prospects
2. Enter contract business such as contracted airline crew rooms and anticipated complimentary rooms.
3. Forecast Transient pick-up by market segment
4. Other considerations
 - c. Holidays
 - d. Competitive set pricing
 - e. Rate hotel is currently selling or what rate plans are open
 - f. Citywide activity

- g. Marketing initiatives and promotions
 - h. Group base flow
5. Rolling twelve month forecast
- i. Repeat steps for through 12th month out
6. Meet with GM, DOSM, DOF to review, discuss, validate
7. Save and submit forecast to Director of Finance.

5.6 Smart Plan

All sellers are responsible for developing and executing SMART plans for their specific sales markets or assigned segments to help them improve achievement and success. A SMART plan clarifies exactly what is expected and the measures used to determine if the goal is achieved and successfully complete.

A SMART plan is defined as:

- **Specific (and strategic):** What is the business objective and what specifically will be done to achieve success. Answers the question: what will be done?
- **Measurable:** How will success toward meeting the seller's goal be measured? What tools and methods will be used to measure success and with what frequency will results be measured?
- **Actionable:** Who is going to do it? Who will be held accountable for completion of the objective?
- **Reasonable:** Goals are reasonable and realistic and can be achieved in a specific amount of time by the persons responsible as outlined in the plan. The goals are aligned with expected results.
- **Time bound:** Goals have a clearly defined time-frame including a target or deadline date. When will the objective be completed?

The SMART plan is a living, working document. Sellers should complete first draft of SMART plans in December for the following year and update once sellers receive final deployment and goal assignments. They should also be updated quarterly and anytime there is a change in direction.

Sales leaders are to review SMART plans and ongoing progress during regularly scheduled one on one meeting with sellers. During these meetings, any updates or revisions to plans should be discussed and agreed upon. Throughout the year, the leaders should provide feedback and coaching to ensure sellers are implementing plans and actions. SMART plans should assist the seller in moving forward toward achieving the goals of the sellers and the hotels.

5.8 Sales Call

1. Every Sales Person must submit sales Plan for the incoming week every Saturday and daily sales report to Director of Sales and Marketing.
2. All Sales Team Members must be out of the office by 11:00 a.m. to start their sales calls and must be back in the office by 5:00 p.m.
3. Each Sales person must visit minimum of five accounts sales call per day or thirty accounts per week.
4. Each sales personnel must ensure that covering accounts will be maximized. One company with several divisions is counted as one account. A personal sales call to each division will be considered as one call.

5.9 Tele Calls

1. Every sales person must do a minimum tele call of fifteen accounts per day or ninety accounts per week. Measurement should include maintenance calls, prospecting calls and inquiry calls.
2. Each sales team member must maintain a professional image when dealing with clients personally or via phone.

5.10 Client Entertainment

Entertaining in-house or at another Starwood property is preferred over entertaining at an off-site venue since it gives sellers the opportunity to showcase The Westin Dhaka's offerings. However, there are times when it is appropriate or necessary to entertain clients off-site. The associate will be responsible for any expense amount over the approved limit.

Chapter Six

Internship Tasks

6.1 Designation

The best part of The Westin Dhaka internship program is they designated the assigned Intern as a Trainee which means the program supports a student to build carrier with the hospitality industry.

6.2 Roles and Responsibilities

Database management: syncing and updating database of contacts such as restaurants cards, guest meeting and exchange cards and also from sales team cards.

Inventory Management: list down all marketing collaterals and sales inventories such as brochures, sell sheets, promotional items, gifts, privilege card box and outlet, banners and others related to sales and marketing and give report in every week.

Distribution Management: distribution of all marketing collaterals to specific departments and restaurants as well as events.

Media Monitoring: Managing print and online media coverage by archiving.

Marketing Campaign: Social media campaigns, email and SMS blast.

Monitoring Marketing Collaterals: Monitor all X banners, digital displays and billboards so that all contents can communicate and attract guests to enjoy in Westin.

Event Coordination: During any event and occasion taking pictures, identify marketing and branding strategies, brainstorm ideas to get houseful audience.

Business Intelligence: Find out new business opportunities through media monitoring and industry related news, sales and event leads.

Photography: Events and product photo shoots.

Tele Sales Call: Dealing with all tele calls about any event and room booking and report to catering sales department for events and reservation team for room bookings.

6.3 Project

World Luxury Hotel Awards:

This is an award given on the basis of guest reviews and luxurious services in all over the world. In Bangladesh The Westin Dhaka nominated for Luxury Business Hotel. In previous, The Westin Dhaka won this award five times from 2011 to 2015. This year there was a competitor, another five star hotel named Le Méridien Dhaka. So with this was prestigious to retain the history. This was a great achievement for me and there was a direct contribution of me such as increase voting to win this award.



South East Asian Flavors

This was a food festival and the foods were prepared by one of the chef from Malaysia. From press release to end promotion such as email and SMS blast, banners and billboard positioning and social media management, me and immediate supervisor (Marketing Communication Manager) worked hard.



SEHERI SENSATION

During Ramadan another event called SEHERI SENSATION, was a big event and got houseful crowd in The Westin Dhaka history. Idea generate for photo booth positioning and lottery prize and all marketing contents development, in short as a whole event coordinator I am successful.



Chapter 7

Findings, Recommendations and Conclusion

7.1 Findings

During internship program it was also assigned me to find out the lacking of marketing and sales operation as well as build new strategy to be more efficient.

In case of marketing operation,

- It was found that inventories did not manage in a proper and listed way. So, sometimes some collateral found lost or confused to be lost or existed. So, building a manual inventory database was difficult.
- Collateral such as Sell sheets, privilege card's brochure were not established according to the Brand Standards of Westin as well as some mistakes in content development.
- Database management system is manual so that it is time consuming to enter all guests data in a manual sheet.
- For other departments marketing tasks or for a design there have no requisition step to follow, which creates mess of default marketing tasks.
- The renovation of marketing gadgets such as camera, digital displays, graphics and marketing computer are not occurred annually as well as the effectiveness of these gadgets do not even inspected whether they works properly or not.

In case of sales operation,

- Media scanning and prints are not followed. So that many developmental business are blowing away from The Westin Dhaka.
- The selling procedures of privilege cards are not efficient and effective. For that reason, only the first grade loyalty card is selling not the other two cards.
- Regarding sell sheets sales team is not concern about to provide the guests which does not make any sense to oral communication with guests.

7.2 Recommendations

This part is prepared based on the findings so that The Westin Dhaka Marketing and Sales Operation can be uplifted.

- Regarding Inventory management The Westin Dhaka can maintain additional software which can keep record of all inventories of whole year. It is also important during renovation of property.
- For collaterals The Westin Dhaka can maintain store for off-brand items and maintain a database which has information regarding whole property brand positioning.
- Besides Starwood, The Westin Dhaka can maintain their own database system with an additional feature which has follow up options to the accounts. By these initiative sales team can also be benefited.
- There should be a requisition form for additional job done so that the default task of marketing can be more efficient.
- All marketing gadgets should be inspected by IT and engineer so that it can be upgraded with the trends and can be more efficient to work done.
- Media scanning should be done every day at least once by sales team. Because there have business opportunities which can increase frequency of business.
- The sales should be more effective to sell other privilege cards rather than only the first grade card. It can increase more frequency of guests in hotel as well as restaurants.
- Every sales associate should keep property or sell sheets so that during sales call they can bring business beyond reservations.

7.3 Conclusion

With the emphasis of Standard Operating Procedure (SOP), this report describes a brief and structured Sales and Marketing Standard Operating Procedure which establish The Westin Dhaka a service culture of guests well being. As a leading brand of Starwood Hotels and Resorts all Westin follows the same brand and communication standards that specify its authenticity. The way The Westin Dhaka follows its guest's footprints, like the way its follows each and every operating procedures. The Westin Dhaka's marketing communication and public relationship procedures proved how it follows the process to gain beyond the capacity. Marketing and PR Communication refresh guests to be loyal with The Westin Dhaka. The consistency of follow up its SOP regarding sales makes its growth attainable and retainable. A great sales force which boost The Westin Dhaka's productivity by maintaining relationship with client, regular meeting, brainstorm with clients' culture and having a loyalty program which enroll their accounts to the next level of satisfactions and benefits.

Finally, an enthusiasm and innovation towards The Westin Dhaka Sales and Marketing operating procedure pull guests to enjoy with Westin and push to be loyal with Westin.

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